

IN THE CLAIMS:

Please amend the Claims so as to read as follows:

1. (Amended) A source driver for supplying a plurality of gray scale voltages for driving each of a plurality of liquid crystal pixels required to be AC-driven, respectively, such that each said pixel displays a target gray scale level corresponding to a depending on data signals to pixels required to be AC-driven supplied thereto, said source driver comprising:

a resistance-type voltage division circuit for generating said plurality of gray scale voltages;

wherein positive-side (high level) voltage resistance division ratios and negative side (low level) voltage resistance division ratios of the resistance-type voltage division circuit are set so as to be asymmetrical with one another depending on level shift characteristics respectively associated with each said target gray scale level.

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2. (Amended) A source driver for supplying a plurality of gray scale voltages for driving each of a plurality of liquid crystal pixels required to be AC-driven, respectively, such that each said pixel displays a target gray scale level depending on a data signals to pixels required to be AC-driven supplied thereto, said source driver comprising:

a resistance-type voltage division circuit for generating said plurality of gray scale voltages;

wherein resistance division ratios of the resistance-type voltage division circuit are optimized depending upon set to conform to the target gray scale display characteristics associated with said target gray scale levels.

3. (Amended) ~~A source driver for supplying gray scale voltages depending on data signals to pixels required to be AC-driven, comprising:~~

~~the~~ The source line driver of claim 1; ~~and further comprising:~~

~~a gray scale reference generation circuit,~~

~~wherein the~~ said source driver is provided

~~with a plurality of input terminals, to~~

~~which a plurality of input terminals are~~

~~supplied gray scale reference voltages~~

~~each having a different voltage level,~~

~~and positive-side and negative-side gray~~

~~scale voltages are generated based on~~

~~the plurality of reference voltages.~~

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4. (Amended) ~~A source driver for supplying gray scale voltages depending on data signals to pixels required to be AC driven, comprising:~~
the The source line driver of claim 2; and further comprising:
a gray scale reference generation circuit,
wherein the source driver is provided with a plurality of input terminals, to which a plurality of input terminals are supplied gray scale reference voltages each having a different voltage level, and positive-side and negative-side gray scale voltages are generated based on the plurality of reference voltages.
5. (Amended) ~~A source driver for supplying gray scale voltages depending on data signals to pixels required to be AC driven, comprising:~~
the The source driver of claim 1, further comprising:
wherein the source driver is provided with two input terminals, to one of which input terminals is supplied a positive-side highest-level reference voltage and to the other of which input terminals is provided a negative-side lowest-level reference voltage, and positive-side and negative-side gray scale voltages are generated based on the said highest-level reference voltage and the said lowest-level reference voltage.

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6. (Amended) ~~A source driver for supplying gray scale voltages depending on data signals to pixels required to be AC driven, comprising:~~
~~the~~ The source driver of claim 2, further comprising:
~~wherein the source driver is provided with~~ two input terminals, to one of which input terminals is supplied a positive-side highest-level reference voltage and to the other of which input terminals is provided a negative-side lowest-level reference voltage, and positive-side and negative-side gray scale voltages are generated based on the said highest-level reference voltage and the said lowest-level reference voltage.
7. (As originally filed) An active-matrix liquid crystal display device comprising:
a plurality of pixels disposed in a matrix;
a plurality of data signal lines disposed corresponding to columns of the pixels;
a plurality of scanning signal lines disposed corresponding to rows of the pixels;
switching devices at the individual pixels; and
the source line drive circuit of claim 3 for driving the data signal lines.

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8. (As originally filed) An active-matrix liquid crystal display device comprising:
a plurality of pixels disposed in a matrix;
a plurality of data signal lines disposed corresponding to columns
of the pixels;
a plurality of scanning signal lines disposed corresponding to rows
of the pixels;
switching devices at the individual pixels; and
the source line drive circuit of claim 4 for driving the data signal
lines.

9. (New Claim) A source driver for supplying a plurality of gray scale voltages for
driving each of a plurality of liquid crystal pixels required to be AC-
driven, respectively, such that each said pixel displays a target gray scale
level depending on a data signal supplied thereto, said source driver
comprising:

a resistance-type voltage division circuit for generating said
plurality of gray scale voltages;
wherein resistance division ratios of the resistance-type voltage
division circuit are set to conform to the target level shift
characteristics and γ characteristics of said target gray
scale levels.

10. (New Claim) The source line driver of claim 9; further comprising:
a gray scale reference generation circuit,
wherein the source driver is provided with a plurality of
input terminals, to which plurality of input terminals
are supplied gray scale reference voltages each
having a different voltage level, and positive-side and
negative-side gray scale voltages are generated based
on the plurality of reference voltages.

11. (New Claim) The source driver of claim 9, further comprising:
two input terminals, to one of which input terminals is supplied a
positive-side highest-level reference voltage and to the other of
which input terminals is provided a negative-side lowest-level
reference voltage, and positive-side and negative-side gray scale
voltages are generated based on said highest-level reference
voltage and said lowest-level reference voltage.
